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Environment

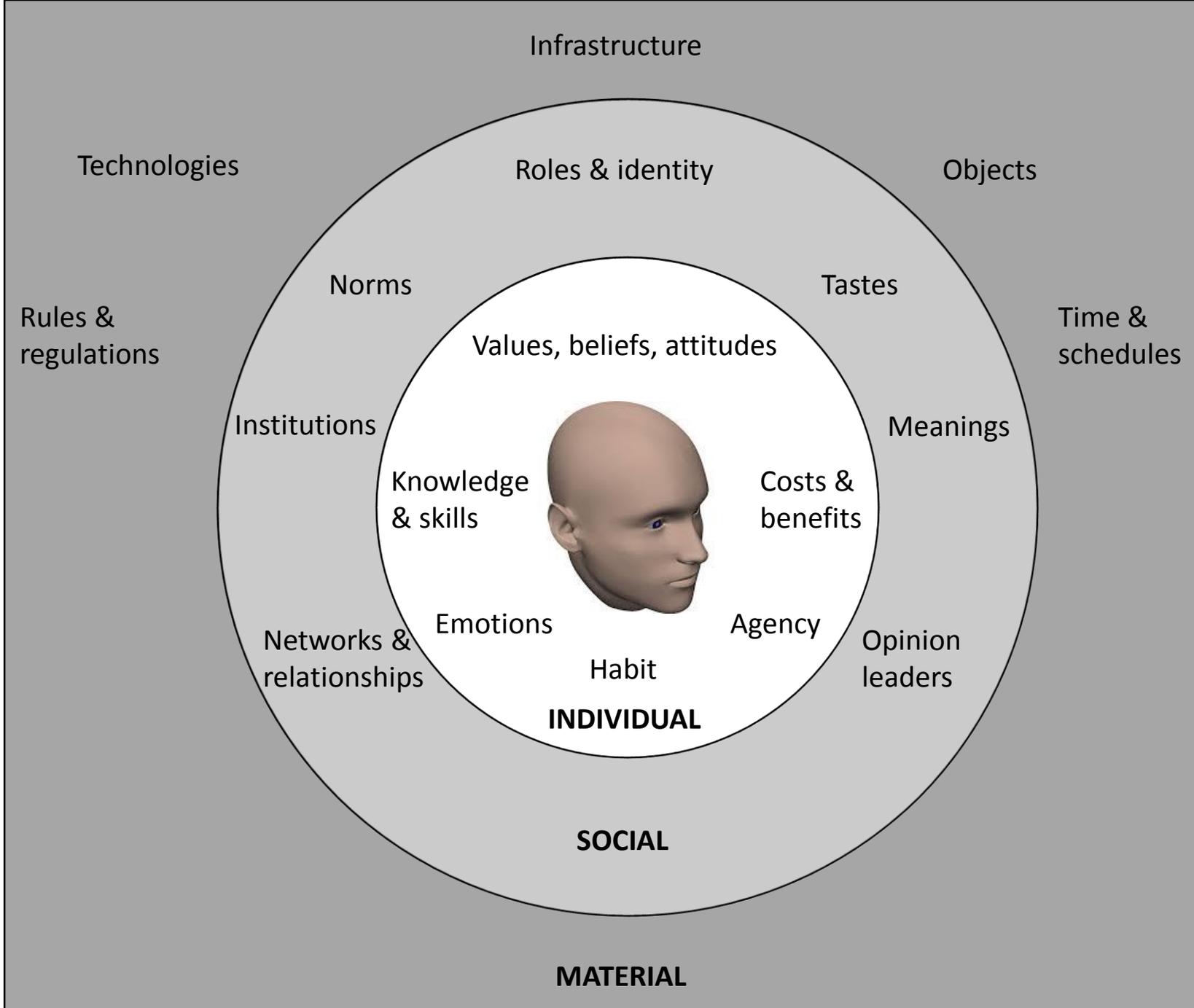
Ecosystematic stability

Landscapes

Food security

New and emerging infections

Non-infectious disease



Most feasible
Intention-behaviour gap

- **Sustainability by stealth:** subtle, sustainable food innovations (*e.g.* hybrid products marketed as lean, low fat and healthy).
- **Moderate involvement:** active engagement of consumers in moderate meat reduction (portion size, meat free days). Moderate changes on a large scale has big impact.
- **Cultural change:** structural changes (*e.g.* production strategies that alter consumption patterns).

Biggest potential effect
Attitude-intention gap

